

# Subjective Questions

**1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**

Ans. These are the top variables that contribute towards the probability of a lead getting converted

- Total Time Spent on Website
- Current occupation
- The lead origin

**2. What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?**

Ans. Top 3 Categorical/Dummy variables to increase probability are:

- Current occupation is a working professional
- The lead origin is add form
- Last Activity – Had a Phone Conversation

**3. X Education has a period of 2 months every year during which they hire some interns. The sales team, in particular, has around 10 interns allotted to them. So during this phase, they wish to make the lead conversion more aggressive. So they want almost all of the potential leads (i.e. the customers who have been predicted as 1 by the model) to be converted and hence, want to make phone calls to as much of such people as possible. Suggest a good strategy they should employ at this stage.**

Ans. Since X Education wants to **maximize lead conversion** during the **internship hiring phase**, the possible approaches are :

- Lower the Lead Score Cutoff for Calling: Typically, leads with a lead score > 80 are considered “hot” and prioritized for calling. However, since they want to be more aggressive, they should lower the cutoff to around 50-60 to include more potential leads.
- Prioritize Leads Based on Conversion Probability: To make the best use of intern’s time, classify leads into three tiers and prioritize outreach accordingly such that

For hot leads - immediate follow-up via calls + emails

For medium or warm leads - Call within 24 hours + email follow-up

For low or cold leads - Call if time permits; focus on nurturing via emails &

WhatsApp

- Optimize Calling Time & Strategy : Call leads at peak response hours (10 AM - 1 PM and 4 PM - 7 PM ) and follow-up at least 3 times if the lead doesn't pick up.

**4. Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So during this time, the company's aim is to not make phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.**

Ans: The strategies that X Education must employ at this stage are:

- Increase the Lead Score Cutoff for Calling : Instead of calling all potential leads, raise the lead score threshold to only target the highest-probability leads.
- Prioritize Leads Who Have Shown Strong Intent : Rather than relying solely on lead scores, focus on behavior-based targeting i.e, Leads to Call are those who spent significant time on the website , those who filled out the form within the last 48 hours etc.
- Shift to Email & WhatsApp Follow-Ups Instead of Calls: Since calls should be minimized, replace them with other modes of communication.